

Receipt date: 12/31/2009

**Neifeld Docket No:** PIP155CARR-US

Application/Patent No: 10/559,937

USPTO CONFIRMATION NO: 1038

File/Issue Date: 12/8/2005

Inventor/Title: Carr/Assumed Demographics, Predicted Behavior, and Targeted Incentives

Examiner/ArtUnit:

ENTITY STATUS: Large

Priority claims: 60/503,877, filed on 9/22/2003

37 CFR 1.97 INFORMATION DISCLOSURE STATEMENT

\_\_\_\_ This application is:  
\_\_\_\_ within 3 months of the US or 371 national stage filing date;  
XXX before first action on the merits;  
\_\_\_\_ after first action on the merits and before final action;  
\_\_\_\_ after final action;  
\_\_\_\_ after notice of allowance and before payment of the issue fee; or  
\_\_\_\_ after payment of the issue fee.

\_\_\_\_ The applicant is paying herewith the fee for obtaining consideration of an IDS filed after a first action on the merits.

Please consider the references cited herein.

Date signed: 12/18/2009

Signature: /BruceMargulies#64,175/

Printed Name: Bruce T. Margulies

Registration No. 64,175

Attorney of Record

BTM

Printed: December 18, 2009 (2:55pm)

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**LISTING OF UNITED STATES PATENTS - U series**

EXAMINER INITIALS	REFERENCE NUMBER (U SERIES)	PATENT NUMBER	ISSUE DATE (MM/DD/YYYY)	NAME OF PATENTEE OR APPLICANT	PAGE/LINE AND FIGURE/ELEMENT OF RELEVANT MATERIAL AND/OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE IS CITED ("Of Record" indicates that the reference is already of record.)
	U-001	4,961,089	10/02/1990	Jamzadeh	Previously submitted by applicant.
	U-002	5,832,457	11/03/1998	O'Brien et al.	Previously submitted by applicant.
	U-003	5,774,868	06/30/1998	Cragun	Previously submitted by applicant.
	U-004	5,930,764	07/27/1999	Melchione	Previously submitted by applicant.
	U-005	5,999,914	12/07/1999	Blinn	Previously submitted by applicant.
	U-006	6,119,099	09/12/2000	Walker	Previously submitted by applicant.
	U-007	6,334,110	12/25/2001	Walter et al.	Previously submitted by applicant.
	U-008	6,055,513	04/25/2000	Katz et al.	Previously submitted by applicant.
	U-009	6,073,112	06/06/2000	Geerlings	Previously submitted by applicant.
	U-010	7,107,225	09/2006	McClung, III	Previously submitted by applicant.
Date:			Examiner's Signature:		

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**LISTING OF UNITED STATES PUBLISHED APPLICATIONS - P Series**

EXAMINER INITIALS	REFERENCE NUMBER (P SERIES)	PUBLICATION NUMBER	PUBLICATION DATE (MM/DD/YYYY)	NAME OF PATENTEE OR APPLICANT	PAGE/LINE AND FIGURE/ELEMENT OF RELEVANT MATERIAL AND/OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE CITED ("Of Record" indicates that the reference is already of record.")
	P-001	2001/014868	08/16/2001	Herz	Previously submitted by applicant.
	P-002	2002/0087384	07/2002	Neifeld	Previously submitted by applicant.
	P-003	2004/0143502	07/2004	McClung, III	Previously submitted by applicant.

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**LISTING OF FOREIGN AND INTERNATIONAL PATENT DOCUMENTS - F Series**

EXAMINER INITIALS	REFERENCE NUMBER (F SERIES)	PUBLICATION NUMBER	PUBLICATION DATE (MM/DD/YYYY)	COUNTRY OR REGION	PAGE/LINE AND FIGURE/ELEMENT OF RELEVANT MATERIAL	ENGLISH LANGUAGE TRANSLATION ATTACHED? (YES OR NO) AND/OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE IS CITED ("Of Record" indicates that the reference is already of record.)
	F-001	WO 02/054324	07/11/2002	WO		This application corresponds to Japanese Laid-Open Patent Application No. 2005-502933 Previously submitted by applicant.
	F-002	JP 2001-282982	12/10/2001	JP		Previously submitted by applicant.
	F-003	JP 2001-175761	06/29/2001	JP		No English translation Previously submitted by applicant.
	F-004	JP 2003-203181	07/18/2003	JP		No English translation Previously submitted by applicant.
	F-005	WO 99/03030	01/21/1999	WO		Previously submitted by applicant.
	F-006	WO 99/12117	03/11/1999	WO		Previously submitted by applicant.
	F-007	WO 01/71683	09/27/2001	WO		Previously submitted by applicant.

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**LISTING OF NON PATENT LITERATURE - O Series**

EXAMINER INITIALS	REFERENCE NUMBER (O Series)	PUBLICATION DATE (MM/DD/YYYY)	INCLUDE IN SEQUENCE: Name of first author (in CAPITAL LETTERS), Title in quotation marks, name of publication, date of publication, page numbers, publisher, city of publication, and country of publication	ENGLISH LANGUAGE TRANSLATION ATTACHED? (YES OR NO) AND/OR OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE IS CITED ("Of Record" indicates that the reference is already of record.")
	O-001	11/13/2003	PCT ISR for PCT/US02/25957	Previously submitted by applicant.
	O-002	10/12/2001	Patent Abstracts of Japan, publication number 2001-282982	Previously submitted by applicant.
	O-003	06/29/2001	Patent Abstracts of Japan, publication number 2001-175761	Previously submitted by applicant.
	O-004	07/18/2003	Patent Abstracts of Japan, publication number 2003-203181	Previously submitted by applicant.
	O-005	08/25/2008	English translation of office action in Japanese patent application 2003-579041, office action drafted 8/25/2008	Previously submitted by applicant.
	O-006	03/25/2009	ESR for EP 02757131	Previously submitted by applicant.
	O-007	06/28/2006	PCT International Report on Patentability with Written Opinion of the ISA in PCT/US04/26736	Previously submitted by applicant.
	O-008	06/28/2006	PCT ISR for PCT/US04/26736	Previously submitted by applicant.
	O-009	01/01/2000	BANKER ET AL. "AN EMPIRICAL INVESTIGATION OF AN INCENTIVE PLAN THAT INCLUDES NONFINANCIAL PERFORMANCE MEASURES" JANUARY 2000, THE ACCOUNTING REVIEW, VOL 75, NO 1, PP 65-92.	
	O-010	03/21/1991	CURRIM ET AL. "A TAXONOMY OF CONSUMER PURCHASE STRATEGIES IN A PROMOTION INTENSIVE ENVIRONMENT" SPRING 1991, MARKETING SCIENCE, VOL 10, NO 2, PP 91-110.	

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	O-011	02/01/1996	RHEE, BYON-DUK "CONSUMER HETEROGENEITY AND STRATEGIC QUALITY DECISIONS" FEBRUARY 1996, MANAGEMENT SCIENCE, VOL 42, NO 2, PP 157-172.	
	O-012	08/28/2008	Definition of "Predictive", One Look Dictionary Search, <a href="http://www.onelook.com">http://www.onelook.com</a> 8/28/2008	
	O-013	08/28/2008	Definition of "December 17, 2009", "Data", Netlingo, <a href="http://www.netlingo.com">http://www.netlingo.com</a> 8/28/2008	
	O-014	08/28/2008	Definition of "Record", One Look Dictionary Search, <a href="http://www.onelook.com">http://www.onelook.com</a> 8/28/2008	

Date: 04/21/2010	Examiner's Signature: /Khanh Le/
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